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MAYOR RAHM EMANUEL DOUBLES SIZE OF LOW INCOME COUPON PROGRAM AT CHICAGO FARMERS' MARKETS

Coupons Match Amount Spent on Healthy, Locally Grown Food by LINK Customers

Mayor Rahm Emanuel announced today the Department of Family and Support Services (DFSS) will fund the Double Value Coupon Program (DVCP) at Farmers' Markets across the City of Chicago, doubling the program from 15 markets to 30 markets citywide. The Double Value Coupon Program allows LINK customers to receive matching funds for fresh fruit, vegetables, and plants purchased at these Farmers' Markets.

"As Chicago Farmers' Markets open across the city today, we must ensure that all Chicagoans have the ability to purchase fresh, healthy food for their families," said Mayor Emanuel. "The Double Value Coupon Program is one of the many ways that Chicago is working to expand healthy living opportunities for residents. I am pleased to be working with the Department of Family and Support Services to offer this phenomenal program at 30 Farmers' Markets in the City of Chicago."

The Double Value Coupon Program provides an incentive for LINK customers to purchase healthy, locally grown food by providing matching funds for all purchases made with LINK cards. DVCP has increased LINK sales at Chicago Farmers' Markets by 24% during the three years the program had been in place, improving access to healthy food in at-risk communities citywide. Coupons are good for additional LINK-eligible purchases at the market where they were received, including breads and cereals; fruits and vegetables; meats, fish, and poultry; dairy; and seeds and plants to produce food for the household to eat .

This year's expanded funding for the Double Value Coupon Program provides funding for 15 City sponsored Farmers' Markets and 15 non-City markets as well. DFSS is matching \$25,000 in program funding by Harmony WellCare, for a total of \$50,000 that will go directly to LINK customers at the 15 City sponsored markets. Harmony WellCare will also contribute additional funding for administrative costs of the program.

For the first time, DFSS will also provide \$50,000 in funding for approximately 15 non-City markets to offer DVCP to its LINK customers. The Experimental Station, a local not-for-profit focused on innovative cultural, education, educational, and environmental projects, will once again administer the program. Interested non-City markets can find more information and submit an application to participate in DVCP at www.experimentalstation.org.

The Farmers' Market program will expand further by operating an additional night markets, created in response to their popularity last year. Three additional neighborhood markets will have evening operating hours, providing working Chicagoans with more opportunities to purchase produce and attend cultural events hosted at Chicago Farmers' Markets.

New this year, the Department of Cultural Affairs and Special Events (DCASE) is working this year to transform certain neighborhood Farmers' Markets into Community Markets that will offer not only fresh produce but also a variety of cultural programming. Musicians, local artisans and other non-food vendors will be invited by DCASE to Community Markets.

Chicago Farmers' Markets, presented by the Chicago Department of Cultural Affairs and Special Events and COUNTRY Financial begin the summer 2014 season with today's kick-off celebration at the Daley Plaza Market.

Markets will operate until mid-October downtown and in neighborhood locations throughout the City. For more information on Chicago Farmers' Markets, visit chicagofarmersmarket.us or call (312) 744-3316.

2014 SCHEDULE OF DOWNTOWN AND NEIGHBORHOOD FARMERS MARKETS

*Markets accept LINK and currently offer Double Value Coupon Program

Downtown Markets

Tuesdays

*Federal Plaza

(Adams & Dearborn)

May 20 – October 28; 7 a.m.-3 p.m.

Museum of Contemporary Art (MCA)

(Chicago & Mies van der Rohe Way)

June 3 – October 28; 7 a.m.-3 p.m.

Thursdays

*Daley Plaza

(Washington & Dearborn)

May 15 – October 30; 7 a.m.-3 p.m.

Willis Tower

(233 S. Wacker Dr.)

June 26 – October 30; 7 a.m.-3 p.m.

Weekly Neighborhood Markets

Tuesdays

*Columbus Park

(Harrison & Central)

June 24 – October 28; 2-7 p.m.

*Lincoln Square

(Lincoln/Leland/Western)

June 3 – October 28; 7 a.m.-1 p.m.

Fulton Randolph Market District/Union Park Community Market – New Market
(For location details visit chicagofarmersmarkets.us)

June 10 – September 2; 4-8 p.m.

Wednesdays

*La Follette Park
(1333 N. Laramie)

June 25 – October 29; 2-7 p.m.

*Pullman

(111th & Cottage Grove)

July 9 – October 29; 7 a.m.-1 p.m.

Devon Community Night Market - New Market
(2720 W. Devon Ave.)

July 9 – September 10; 4 p.m.-8 p.m.

*Ford City Mall - New Market
(7601 S. Cicero Ave.)

July 9 – October 29; 8 a.m.-1 p.m.

Thursdays

Argyle Night Market
(Argyle & Sheridan Rd.)

July 10 – September 4; 5-9 p.m.

*Austin Town Hall
(Lake & Central)

June 26 – October 30; 2-7 p.m.

*Hyde Park
(53rd & Hyde Park Blvd.)

June 5 – October 30; 7 a.m.-1 p.m.

Saturdays

Bridgeport
(35th & Wallace)

June 21 – October 4; 7 a.m.-1 p.m.

New Market

*Englewood/Anchor House
(71st and Racine)

June 28–October 25; 8 a.m.-1 p.m.

*Division Street
(Division & Dearborn)

May 10 – October 25; 7 a.m.-1 p.m.

Lincoln Park
(Armitage & Orchard)
May 10 – October 25; 7 a.m.-1 p.m.

Northcenter
(Belle Plaine/Damen/Lincoln)
June 14 – October 25; 7 a.m.-1 p.m.

Printers Row
(Dearborn & Polk)
June 21 – October 25; 7 a.m.-1 p.m.

Southport Market
(1420 West Grace)
June 21 – October 25; 8 a.m.-2 p.m.

*West Humboldt Park
(3601 W. Chicago Ave.)
June 28 – October 25; 10 a.m.-2 p.m.

Sundays

*Beverly
(95th & Longwood)
May 11 – October 26; 7 a.m.-1 p.m.

*South Shore – Rainbow Beach Park
(79th St. and South Shore Dr.)
June 22-August 24; 12 p.m.-5 p.m.

*Garfield Park Conservatory
(300 N. Central Park Ave.)
June 22 – October 26; 11 a.m.-4 p.m.